

AIA Michigan



[STRATEGIC PLAN 2020]

Version 8.1.0 - August 2014 FINAL

Vision & Mission Statement

Vision

Advancing society through architecture.

Mission

Champion the profession. Nurture our chapters. Build Michigan better.

Strategic Objectives & Goals

Strategic Objective 1: Increase the Value of Michigan AIA to the Chapters

We will support the work of our local chapters by providing a consistent level of resources (such as organizational templates, access to industry experts, statewide technology and communications, financing and support for major events), and connecting chapters to promote, strengthen and advance the best design in our shared environments.

Goal	Target	Target Date
Increase the percentage of members participating in Chapter events	10% Increase	2020
Increase the percentage of non-members participating in Chapter events	10% Increase	2020
Increase the percentage of architects who are members of AIA	10% Increase	2020
Create a succession plan that is updated regularly and reviewed by the board annually. Include staff, committees and task forces. Ensure that each committee and task force has at least one emerging professional.	Plan Completion and Review	December 2014 & Annually
Staff and executive board will participate in a Chapter Meeting (at each Chapter)	Once Every Six Months	Ongoing

Strategic Objective 2: Advance the Knowledge of Architecture

We will facilitate the sharing of information and expertise to enrich the profession through mentoring and by hosting educational events (including conferences, un-conferences, retreats, lecture series, and competitions/design awards) at a variety of locations across the state, offering remote access with key allied professional partners.

Goal	Target	Target Date
<p>1. Events: On annual basis, the board will review success of the events held to determine which events need to be added, deleted or changed for the following year. Evaluation will include:</p> <ul style="list-style-type: none"> a. Attendance of members and non-members b. Ability to at least cover event costs; member fees should cover cost, while profit comes from non-members/sponsors c. Geographic balance d. Satellite group conferencing utilization; by 2016 all events will offer remote access e. Create opportunities for emerging professionals to interact with experienced professionals 	Annual Review	Ongoing
<p>2. Programs: Increase partnerships with the education community and key allied professionals, ranging from emerging professionals to elementary:</p> <ul style="list-style-type: none"> a. Emerging Professionals: Actively refine and coordinate statewide efforts to develop and maintain outstanding programs for emerging professionals including embracing associate members in leadership roles in the organization; providing access to all State and Local Events to all Members b. Higher Education: Actively seek closer collaboration with all accredited schools of architecture in the state as well as community colleges with significant architecture programs, to foster collaboration and engagement with faculty and students, to support students, and to advance our common interests. Actively have a Dean and/or faculty from each school on a Committee c. K-12: Expand our active outreach efforts to engage school children and expose them to design thinking activities and an understanding of the built environment. Assisting local chapters and individual members, to work in educational positions and take part in educational activities 	Review Current Partnerships/ Programs and Increase by 50%	Ongoing

Strategic Objective 3: Elevate Public Awareness

We will promote the practice of architecture to increase public understanding, support and participation in the society, through public education, position papers, a speakers bureau, increased visibility in the media and collaboration with a Design Center.

Goal	Target	Target Date
1. Create a media plan to promote design professionals (such as local and statewide media outlets, including public service announcements, paid programming/advertising and editorial content). The plan will be updated regularly and evaluated by the board annually	Plan Completion	December 2014 & Annually
2. Actively seek collaboration with a Michigan Design Center	Collaboration in Place	June 2015
3. Increase the investment in media plan development and implementation	10% of Budget	2020

Strategic Objective 4: Advocate for the Profession

We will actively work to influence public policy in order to strengthen the profession and the regulatory context that influences the development of the built environment.

Goal	Target	Target Date
1. State Legislation: Actively seek out top priority policy matters that are under active consideration in the State Legislature and advocate with the Legislature for the profession and the advancement of the built environment; we will emphasize unlicensed practice, public health and sustainable community development	Active Advocacy	Ongoing
2. Increase the investment in public policy advocacy	10% of Budget	2020
3. Local Policy Reform: Actively maintain a list of top priority public policy issues that can more effectively be addressed at a local level, and support members and local chapters in pursuing local policy reform	Collaboration in Place	June 2015